

# Christmas Shopping Edition!

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## Torrance Herald



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### CHAMBER HEAD SEES BRIGHT FUTURE IF ALL WILL HELP

President Bert Lanz' Talk to New Directors Emphasizes Importance of Loyalty to Local Industries and Stores

In a stirring address to the newly elected board of directors of the Torrance Chamber of Commerce, at its first regular meeting held last Monday evening, President Bert W. Lanz graphically outlined factual possibilities for trade development, which met with enthusiastic response from the entire directorate, and gave birth to an enthusiasm which prompted a pledge of full and constant support.

#### Community Loyalty

Of singular appeal was the unselfishness of President Lanz' message. Particular emphasis was made of the cooperation of every community in the harbor area which, it is believed, will result from consideration of activities proposed to develop local trading and extending to the encouragement of purchases by industrial and commercial institutions, by state, county and municipal officials, and by every resident in Southern California of products manufactured in this area.

"We are on the very threshold of industrial development opportunity," stated Mr. Lanz, "and the beneficial realization of our Southland's portion of future industrial and commercial activity cannot be attained through the efforts of any one person or any one community, but rather through the constant cooperation of all the people in all the communities."

#### \$200 Donated

At this meeting an amount of \$200 which had been loaned to the City Employees Association of Torrance to enable the effective continuance of the functions of the Veterans' Relief Association of Torrance, was donated by the Chamber to the Torrance Community Service Association, to help meet the needs of Torrance relief and welfare agencies.

#### Christmas Tree

An appeal from the Torrance Christmas tree program committee, asking the chamber to recommend to the city council an appropriation of \$200 for this activity, met with a general expression of recognition of the benefits which have resulted from such activity in the past, and that it was hoped by the directorate that the Torrance city council would enable this happy program this season.

#### New Map and Folder

Additional steps towards completion of photographic and statistical detail for a new map and folder of Torrance were taken. It is contemplated to have an attractive map and folder prepared, the map to include all of the Torrance territory, which should be ready for distribution in the near future.

A resolution was passed endorsing a program undertaken by the California Taxpayers' Association concerning legislative action during the 1933 session of the California state legislature to effect a possible saving of \$35,000,000 in state expenditures.

#### Comfort Stations

The directorate also authorized a recommendation to be offered to the Torrance city council to consider the installation of a public comfort station and drinking fountain in some suitable location in the business district.

#### Dinner Planned

Generous discussion was held regarding a proposed meeting of the chamber directors and representatives of local service clubs and business organizations, at which time an inexpensive dinner would be served, and consideration of future forum meetings for the purpose of creating and maintaining interest in chamber activities. It was decided to hold such a meeting in the near future.

#### Favor So Bus

A suggestion which had been tendered to the chamber in solicitation of an expression regarding a five cent fare on the Motor Coach bus line resulted in a motion that the chamber recommend such rate, from points between Cedar and Chestnut.

#### R. R. Commission

The state railroad commission expressed in a communication its willingness to have one of its representatives stationed in Los Angeles one or more days each week if the needs of Southern California

TURN TO STORY ONE

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### Bigger Pay Checks Forecast Happier Christmas Locally

Prospects for a more bountiful Christmas than last year loomed brighter this week as steel workers cashed the largest payroll checks in over a year. The steel payroll, coupled with the receipt of Christmas savings club checks put over \$53,000 in circulation in Torrance during the past week and was the signal for starting holiday gift buying.

Local merchants have been busy unpacking Christmas merchandise and decorating their stores in holiday trims. Even the city dads caught the spirit of the better times and brightened the business district by turning on additional ornamental street lights.

A survey of holiday stocks in local stores reveals astonishingly big values,—better merchandise at lower prices than have prevailed for many years. Practically every Torrance merchant has his Christmas goods now on display and gift buyers will find that their dollars will purchase much more than last year. A careful study of advertisements in this annual Christmas Shopping Edition of the Torrance Herald bears out the truth of these statements, and readers are urged to profit by the exceptional values being offered by local retailers.

Due to the fact that factory and wholesalers' stocks of holiday goods are limited, and in some cases already depleted, early purchases are strongly advised. It is doubtful if re-orders can be filled in time for Christmas; so if you want the "cream" of the holiday goods at the present low prices,—BUY NOW! Many Torrance merchants are permitting customers to make their gift selections now upon payment of a small deposit; the balance to be paid anytime before Christmas.

### "The Poor Nut" Sparkling Comedy of Modern Youth at High School Tomorrow

June in a college town. And graduation just around the corner. The University Bookstore where all the students gather to absorb the gossip of the campus. The gym. The track at the stadium. The gaily and comradeship of a fraternity house. Studes, profs, coaches, athletes, even the lowly frosh, all the characters of a full-blown university down to the ever-present, ever conspicuous, irresponsible "Poor Nut" will parade before the eyes of the audience tomorrow night when the Torrance high school senior class presents its play, "The Poor Nut," a comedy of modern youth in three acts. Action starts in the University Bookstore, and travels through all the phases of college life to its happy denouement in the Psi Sigma frat house the next evening.

Parts in "The Poor Nut" are taken by Melvin Howard, as John Miller; Jasper Dalley, as Colonel Small; Lillian Frazier, Marjorie Blake; Jean Wheaton, Julia Winters; James Lanz, "Spike" Hoyt; Carl Quayle, "Hub" Smith; Tom McNeil, "Maggie" Welsh; Bob Atchison, Coach Jackson; Edwin Wood, "Wally" Pierce; Cyril Hainey, Professor Deming; James McLean, "Doc" Spurney; Bob Carson, a freshman; Bill Parke, a Wisconsin official; Margaret Dove, Reggie; Pauline—Falla, Betty; Beryl Talent, Doris; Harry Green, Richard Watson, runners for Ohio; Paul Getz, George Figueroa, Raymond Rogers, runners for Wisconsin; mixed chorus of rooters.

The play is sponsored by the class teachers, Mrs. Stella Young, Miss Helen Collier and Herbert Andrews, and has been directed by Mrs. Lois Engel. James Burchett is stage manager. William Burk in charge of stage construction, Mrs. Marjorie Eischen, director of music; Miss Ada Chase, stage art; and Stewart Wright is property man. An orchestra, including Herman Hadler, Elsworth Clark, Bobby Elbell, violins; George Isbell, trumpet; Gertrude Mowrey, cello; and Glory Zabradnik, piano, will play the overture and entr'acte numbers.

The play will be given at the high school auditorium beginning at 8 o'clock.

#### ROSE PARADE, JANUARY 2

The Tournament of Roses Parade at Pasadena and the East-West football game in the Rose Bowl, will be held on Monday, January 2, 1933, instead of January 1, reports the touring bureau of the Automobile Club of Southern California.

### Permit Bidders To Withdraw On Account Error

Chalmers and Winter Yield to Cox On Fern Street Paving

Because the Los Angeles board of education was convinced that Alex D. Chalmers and Max Winter, Jr., had made an error in their bid on street improvements at the Fern avenue elementary school in Torrance, the bidders were permitted to withdraw their bid last week and award was made to the next low bidder, H. E. Cox and Son. The job is to be completed within 30 days.

Chalmers and Winter wrote the board, stating that in figuring the gutter they made a mistake of \$400 by figuring linear feet instead of square feet; and requested that they be permitted to withdraw their bid. The secretary's office investigated and reported that it was convinced that an error had been made.

Chalmers and Winter submitted a bid of \$3200 for the work. H. E. Cox and Son, next low bidders, offered to do the work for \$3595.

Following award of the contract to Cox and Son the board fixed the time limit for completion at 30 days.

Thirteen bids were received on the work to be performed, as follows: A. A. Alexander, \$4080; Charles Booth, \$4278; Alex Chalmers and Max Winter, \$3200; H. E. Cox and Son, \$3595; Irvin S. Davis, \$4135; N. I. Fadel, \$3993; S. Glanville, \$5698; Griffith Company, \$4660; L. H. Konjevod, \$5100; Kresch Brothers, \$5100; Larkey and Hamilton, \$4684; Marko Matlick, \$5250, and John Topich, \$4425. The bids were received November 16, and Chalmers and Winter had already been announced as the low bidders.

#### JESS SMITH RETURNS

Jess Smith, manager at Basich Bros. Construction Co., 20600 So. Normandie, returned to the local office Monday after an absence of several months. Mr. Smith had been located at Riverside, and was transferred back to his post here this week.

Just 14 more Shopping Days until Christmas.

### DICALITE CO. EXPANDS PLANT NOW WORKING 140 MEN A DAY

Torrance Plant Shows Increase In Output Over Last Year; Additional Machinery Installed Last Week

One hundred and forty men were at work again this week at the Dicalite Company plant in Torrance after a week's shut-down for the installation of additional machinery in order to increase the capacity of the plant, it was stated by McKinley Stockton, plant superintendent.

### Cornelia Hughes Seriously Hurt In Auto Crash

Cars Collide In Heavy Fog Causing Injury to Four Persons

Miss Cornelia Hughes, daughter of Mrs. Ida Hughes, 1315 Madrid, is at the Seaside hospital, Long Beach, seriously injured as the result of a head-on collision between two cars late Tuesday night.

Miss Hughes had attended the dog races at Compton in company with Mr. and Mrs. Ben Grier, of San Pedro, and the three were returning when their car was struck by another occupied by two men and a woman which was said to have been proceeding at a high rate of speed. Due to the dense fog which prevailed Tuesday night, the occupants of the Grier car did not see the other car approaching until just before it struck them. Grier was driving at about 20 miles an hour, according to Miss Hughes, who was able to make a brief statement regarding the accident yesterday.

Miss Hughes received several deep cuts on her head and face, one ear was cut, her teeth broken, and her nose was, besides being broken, almost completely severed from her face.

Mrs. Grier sustained a fracture of her nose and one rib as well as other cuts and bruises. Mr. Grier's wrist was cut. The woman in the other car was said to have been slightly injured.

The accident occurred on Avalon boulevard and Miss Hughes was taken to the emergency hospital at Wilmington, and then removed to her home. Her condition, however, was so serious, that she was taken to Seaside hospital Wednesday morning, and placed under the care of a specialist. The outcome of her injuries will not be known for several days.

Mr. Grier is the owner of a concession at Cabrillo Beach, in which Miss Hughes is employed.

### Gas Patrons to Pay Usual Rate

Federal Court Issues Restraining Order Pending Hearing

Local patrons of the Southern California Gas Company will continue to pay their usual gas rates for the next four months, it appeared today as an order was entered in United States district court restraining the state railroad commission from putting into operation an interim rate schedule which would have meant a 5 per cent reduction. Counsel for the gas company, the railroad commission and the city of Los Angeles, which was permitted to intervene in the proceedings, were allowed 120 days to complete filing of their briefs.

The restraining order was issued by a statutory court composed of United States Circuit Judge Wilbur, U. S. District Judge Norcross of the Nevada district and U. S. District Judge W. F. James.

Meanwhile, the gas company was ordered to post a \$100,000 bond to protect consumers in the event it loses its fight to keep the rates up. The railroad commission did not argue against the issuance of the interlocutory injunction decree.

Warning—Shop Early. Only 14 Shopping Days 'til Christmas.

Dicalite Company officials report a good year's business with substantial increases in volume over last year's output. For the past several months the plant has been operating 16 to 24 hours a day. At present the company is operating five open quarries on its holdings near Torrance in the Palos Verdes hills. Considerable tonnage of diatomaceous earth is also being mined from underground operations. From 125 to 140 men are employed daily at the Torrance plant, which has enjoyed a steady growth ever since it opened three years ago.

**Huge Deposits**  
The diatomaceous earth deposits which are found on the Dicalite Company's holdings in the Palos Verdes hills is the foundation of all the company's products. It is composed mostly of pure silica and is used as a purifying agent for sugar and also as a base for insecticides. The deposits at the local plant are sufficient for over 50 years of intensive operation, company officials state.

**Various Uses**  
The Herald also learned from a company officer that Dicalite is used in the manufacture of more than 90 per cent of the storage battery boxes built in the United States. Other uses of Dicalite are for insulation, sound-proofing, chemical bases, building material, and foundations of a number of nationally-known products.

### City Executives Meeting Today to Discuss Gas Tax

Committee Recommends Larger Apportionment to 44 Cities

Torrance, Gardena and the other 42 incorporated cities throughout the county will receive their proportionate share of the three-cent gasoline tax and vehicle license fees exacted by the state if the plan of the general committee of the County League of Municipalities is adopted.

This is the recommendation that will be made at the next meeting of the city executives of Torrance and other cities throughout the county at Montebello today.

Basis of allocation to cities would be according to automobile registration, the committee's recommendation states.

The report recommends that the county be given back two cents of the three cents collected, and that one-half of the amount turned back be apportioned out to the 44 cities.

It will be recalled that this recommendation is in line with a recent proposal of the board of supervisors, although the league's recommendation calls for giving the county back two cents of the three cents collected, while the fondest hopes of the supervisors were one and one-half cents.

Members of the general committee which made the recommendation are Mayor Harold Pomeroy of South Gate, U. S. Grant Hinton, Huntington Park city councilman; M. Tallieson, mayor of Culver City; Ray Darby, mayor of Inglewood; F. A. Baughan of Monrovia; City Engineer J. C. Ellis of El Monte; Mayor W. E. Hinshaw of Signal Hill; Councilman Frank Owen of Monterey Park; A. L. Mier, Aausa councilman, and A. E. Stockberger, Alhambra city manager.

Designation of a county system of primary and secondary roads as proposed by the supervisors also is recommended.

Christmas stocks in Torrance stores are now at their best. Buy Now!